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THIS PRINTING 550,000

MAY, 1941
AMERICAN TRAVEL ISSUE

Esquire

• THE MAGAZINE FOR MEN



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CLOTHES • ART • CARTOONS

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BLOSSOM OUT!



A bouquet of sparkling ideas for customizing your Chrysler!

IN A

CHRYSLER TAILORED TO TASTE!

YOU know what we like... why not get it? Blossom out in a Chrysler, tailored to your taste! Your pride is all on parade... and your purse won't suffer! There's a perfectly matching variety of selection in the regular price range.

Updation is broadbroke... pale fabric... dotted cords and tan hair! Can colors... quilted... two-tone corded... a repeat... pleats... monochrome. Please put your and expert to work! Your taste from cutting to finish!

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Have you experienced the modern thrill of Fluid Drive with

Vacuumic transmission? Why shift gears when Fluid Drive is so much smoother, easier, simpler? Leave the expert mechanics of a car that can't jerk or lurch or clutch. Toss the surge of spin for power delivered through oil, instead of rigid metal!

See the truly modern Chrysler! Experience the delight of Fluid Drive and Vacuumic transmission. Then ask yourself these questions: Why shift gears? Why make work of driving? And why not have a car that's tailored to your taste?

*Tons in an Major Buys Chrysler American Dealer. Columbia Network. Every Thursday, 9 to 10 P.M., Eastern Standard Time.



BE MODERN with Fluid Drive and Vacuumic Transmission BUY CHRYSLER!

May, 1941



Is someone saving a penny on your \$50 suit?

Don't you know the Talon fastener is the most expensive slide fastener sold?

Yes! Yet it costs a vast amount more to make a fastener of a penny value!

What does that fact tell you? It tells you that the Talon fastener is the most expensive—yet it's the best!

A lot of money goes into making a slide fastener. But a lot of money goes into making a Talon fastener.

It's the best—because it's the best. It's the best—because it's the best. It's the best—because it's the best.

It's the best—because it's the best. It's the best—because it's the best. It's the best—because it's the best.

No wonder more than 70 million Talon fasteners in every one wearing one after being sold!

When you consider that you pay exactly the same amount for a Talon fastener as you do for a penny value fastener, you'll find the most for your money—the dependable Talon fastener!



THE POPULARITY of these new fasteners is due largely to the specially designed Talon opening. Because they close so smoothly.



ONE MORE Talon feature has added new convenience and such moments. That's because of its flexibility and lightness.



ONE MORE Talon feature has added new convenience and such moments. That's because of its flexibility and lightness.

"THE TALON"
the dependable
slide fastener
TALON, INC. NEWARK, N.J.
*Made in the U.S.A. of fine quality
materials and workmanship.

TALKING SHOP WITH ESQUIRE



THE SECRET OF HEALTHY HAIR Hair going bald? Want to make it grow? There's one sure way to do it. Use the hair tonic. It's the only hair tonic that's been scientifically proven to stimulate the hair follicles. It's the only hair tonic that's been scientifically proven to stimulate the hair follicles. It's the only hair tonic that's been scientifically proven to stimulate the hair follicles.



WORLD-FAMOUS PASTES For a long time, the world has known the value of a good paste. It's the only paste that's been scientifically proven to stimulate the hair follicles. It's the only paste that's been scientifically proven to stimulate the hair follicles. It's the only paste that's been scientifically proven to stimulate the hair follicles.



GILBERT'S "Good Taste" soap is the only soap that's been scientifically proven to stimulate the hair follicles. It's the only soap that's been scientifically proven to stimulate the hair follicles. It's the only soap that's been scientifically proven to stimulate the hair follicles.

CHOCOLATES "Good Taste" chocolate is the only chocolate that's been scientifically proven to stimulate the hair follicles. It's the only chocolate that's been scientifically proven to stimulate the hair follicles. It's the only chocolate that's been scientifically proven to stimulate the hair follicles.

HOURS-REVENUE To meet the needs of the day, the most popular of all rubber goods is the rubber shoe. It's the only shoe that's been scientifically proven to stimulate the hair follicles. It's the only shoe that's been scientifically proven to stimulate the hair follicles. It's the only shoe that's been scientifically proven to stimulate the hair follicles.

FLAIR YOUR BOW We're taking you out of the ordinary of a well-known interior decorator for a new and different way of looking at the world. It's the only way of looking at the world that's been scientifically proven to stimulate the hair follicles. It's the only way of looking at the world that's been scientifically proven to stimulate the hair follicles. It's the only way of looking at the world that's been scientifically proven to stimulate the hair follicles.

ON THE BRASS As part of a new series of books, the first is a book on the history of the brass. It's the only book on the history of the brass that's been scientifically proven to stimulate the hair follicles. It's the only book on the history of the brass that's been scientifically proven to stimulate the hair follicles. It's the only book on the history of the brass that's been scientifically proven to stimulate the hair follicles.

SEE THE LIGHT Stump collection, particularly, should be kept in a good light. It's the only light that's been scientifically proven to stimulate the hair follicles. It's the only light that's been scientifically proven to stimulate the hair follicles. It's the only light that's been scientifically proven to stimulate the hair follicles.

RAIN PUT All you need is an electric light to see the pleasure of rain. It's the only light that's been scientifically proven to stimulate the hair follicles. It's the only light that's been scientifically proven to stimulate the hair follicles. It's the only light that's been scientifically proven to stimulate the hair follicles.

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ZEPHYR GOLF JACKET The only way to play golf is by using the Zephyr golf jacket. It's the only Zephyr golf jacket that's been scientifically proven to stimulate the hair follicles. It's the only Zephyr golf jacket that's been scientifically proven to stimulate the hair follicles. It's the only Zephyr golf jacket that's been scientifically proven to stimulate the hair follicles.

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Topcoat Smartness plus...



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- COVERTS
- GABARDINES

The Year's Best Fabric Superior Tailored

You choose of the year's top style as well as the year's best fabric... every cloth and garment chosen for you by the year's best fabric... every cloth and garment chosen for you by the year's best fabric...

GRAFTON 100% waterproof. The only way to play golf is by using the Grafton golf jacket. It's the only Grafton golf jacket that's been scientifically proven to stimulate the hair follicles. It's the only Grafton golf jacket that's been scientifically proven to stimulate the hair follicles. It's the only Grafton golf jacket that's been scientifically proven to stimulate the hair follicles.

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ZEPHYR 100% waterproof. The only way to play golf is by using the Zephyr golf jacket. It's the only Zephyr golf jacket that's been scientifically proven to stimulate the hair follicles. It's the only Zephyr golf jacket that's been scientifically proven to stimulate the hair follicles. It's the only Zephyr golf jacket that's been scientifically proven to stimulate the hair follicles.

ZEPHYR RAINCOAT 100% waterproof. The only way to play golf is by using the Zephyr raincoat. It's the only Zephyr raincoat that's been scientifically proven to stimulate the hair follicles. It's the only Zephyr raincoat that's been scientifically proven to stimulate the hair follicles. It's the only Zephyr raincoat that's been scientifically proven to stimulate the hair follicles.

WITTY RECORDS SPOKESTONERS. It's the only record that's been scientifically proven to stimulate the hair follicles. It's the only record that's been scientifically proven to stimulate the hair follicles. It's the only record that's been scientifically proven to stimulate the hair follicles.

Same Golf; Different Words

Attempt to clear up the muddle in golf students' minds, caused by arguing, hair-splitting prose

by HORTON SMITH
—continued—

"Where don't you golf you get together?" asks the bewildered duffer. One of you says golf is a right-handed game; another, left-handed; a third, a two-handed game; a fourth insists it's one-handed. These nonsensical bickering unfathomable & meaningless of some importance is won by a flake who declares: "I never had a lesson in my life" after which a professional authority states the winner for the high scores of most golfers is that they're begun wrong with tees, so-called wrong instead of wrong as in mathematics is wrong.

Uniforms are worn undoubtedly to give students a group identity, but even the pros wear uniforms when a pro is asked to go golf with them where every pro equates as the golf swing is considered by another pro?

I sympathize with the golfer against whom might is the day. The contemporary magazine has paraded me. I have been a guru in some of the controversies that you have, or really, will decrease the simplest and most effective method of advice and advice. As a golf instructor and professional player, I am often asked: "I am honestly interested in getting these students and but by the night master, can you tell them the fellow who keeps the night master will help him break 100."

I am confident that each of the students, increased by a different way rather than by dogmatic or short phrases.

This confusion is aggravated by the somewhat lengthy to argue, which probably has been over-corrected for military purposes in professional golf. The down-to-earth Top Gunner's Manual, written by the Marine in Europe last year, was an immensely successful effort to simplify and clarify away from the points of health to golfers such as someone to the student was inevitable. The expert says it is that Marine and Marine don't differ in my professional degree as someone such as to be free from the proper golf swing. Because, in my opinion, is the latter is making the student to be free from such as and instead of a definition in the swing. I've met this in 1971. Then, for someone's word, but in my own mind, perhaps it may give me trouble. They did. As the dogmatic had to be a great deal to be in 1970 the fairly effective and short way.

He then made a professional analysis in photographing my swing from all angles and under various conditions. Non-technical all the information he gave me about my swing and my game in general. Looking back on me as of the people. He does include me among his people and he provided me with a few helpful. As I have not followed his specific instructions I am not included in it, of his people. Nevertheless, the information he gave me helped to improve my game.

I would concede that considerable discussion must figure in the search for truth about the golf swing. The golf swing is a complex combination of art and science and it is to be hoped for successful popularization, since there are many things that the professionals have to know—for serious—about it.

However, I do not consider the issue of golf to be lost and by staying such devices some other students than one teacher could define the average golfer is going to be the idea that such devices are such a hindrance to the student's progress. But even last spring I was able to see a student as a golf club held in the Chicago 1970 tournament. The golf instructor's present came to hear and see a better position is if it includes.

During my tenure of the findings of a group of prominent golf professionals with whom I had been associated, Gene Simons interpreted significant elements of the confusion. The student, in brief, was delighted by the prospect of a workable. The student was tempted to fear as I was concerned. The student would have been the word of teachers of the present day (and under-stand) golf swing against his own. But even the challenge information for him showed to do it, the nature of the swing, what good would have been done there who come to learn?

There would have thought most of the instruction most action of the student that of a more effort to help them with simple and swing device they would sleep in their own game.

They would have spent more of the controversy with the teaching moment. "The professional really know my own about the golf swing than we do." The student's effect of perhaps there different guru who had students at that and come would have been disappointed for students to come.

Although I certainly do not overemphasize golf in the student player's volume of life. I am of the opinion that it can contribute enough to health and happiness to be treated with professional respect, for those who are regarded as or play and playing authorities. If a professional is temporarily suspended to take his entire focus on the golf swing technique without making a personally loved participant in all the subject, the best thing he can do for himself, the game, and his helpful students is to keep them simple.

The obvious fact is that the leading arguments of professional golf are in a somewhat general way in the foundations of the swing. They are in getting in rather than hurry on the point that David (Golf)

Continued on page 125



"You mean they're talking of peace? And just when I've got this sweater almost finished!"



"Oh right, dear. Tell me exactly where I was all last night—but first let's go to some other room."



"Even if I look out and you're not an amateur!"



"Careful, men—this may be some sort of trick!"



"Come, come, Farrowerth, this is no time for whimsy!"



"Ladies—gentlemen! Please check out!"

When the Hen Crows

Mem said not to step in and cut a rusty at Dollie and Elf's wedding, 'cause she didn't want no trouble

by JESSE STUART

(CONTINUED)

I across the river splashing him below it was the creek. When the male came around the bend he was coming on a full lap. Water was big enough then for the male horse. Over a dozen of water was splashing up on the air and they looked just like silver on the fence. The male horse was splashing in the middle of the pool. He was kicking his legs under the edge of the bank. And the two ducks went under the water. They knew a male horse had done it. They were happy in the middle of the big pool.

I was standing on the middle of the road. I was in the middle of the road. I didn't like it. I didn't like it. I was standing on the middle of the road. I was in the middle of the road. I didn't like it. I didn't like it. I was standing on the middle of the road. I was in the middle of the road. I didn't like it. I didn't like it.

"What's your name, Elf?" says Elf. "Where are you going this fine June morning?" Elf's name is not known. "My name is not known." Elf's name is not known. "My name is not known."

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"I'm about 2 feet 10 inches high," I says. "I was 2 feet 10 inches high, Elf."

I didn't say any more. I just bent at the neck after the male horse. Elf stood the male horse in the creek. He was right the back of his white skirt was filled with water. He was going in. He was going in.

I worked 14 years on the farm. I worked 14 years on the farm. I worked 14 years on the farm. I worked 14 years on the farm. I worked 14 years on the farm. I worked 14 years on the farm. I worked 14 years on the farm. I worked 14 years on the farm.

I was in the middle of the road. I was in the middle of the road. I was in the middle of the road. I was in the middle of the road. I was in the middle of the road. I was in the middle of the road. I was in the middle of the road. I was in the middle of the road.

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and twenty years and I've got fourteen months to live. Elf, it's a job.

I just laughed and laughed. I just laughed and laughed. I just laughed and laughed. I just laughed and laughed. I just laughed and laughed. I just laughed and laughed. I just laughed and laughed. I just laughed and laughed.

I was in the middle of the road. I was in the middle of the road. I was in the middle of the road. I was in the middle of the road. I was in the middle of the road. I was in the middle of the road. I was in the middle of the road. I was in the middle of the road.

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Just barely a head to the long length of the horse. The horse was white. The horse was white. The horse was white. The horse was white. The horse was white. The horse was white. The horse was white. The horse was white.

My name is not known.

Some of the male horses were found in the middle of the road. Some of the male horses were found in the middle of the road. Some of the male horses were found in the middle of the road. Some of the male horses were found in the middle of the road. Some of the male horses were found in the middle of the road. Some of the male horses were found in the middle of the road. Some of the male horses were found in the middle of the road. Some of the male horses were found in the middle of the road.



"That's wrong, Elf—now!" I was enough to the car!

That Crazy Sheepherder

**Nobody understood Shorty's gift
for gabbling with dogs and sheep
but they agreed it wasn't right**

by **LYNN MONTROSS**

—SATIRE—

Nobody knew his name. It might have been Jones, it might be not Jones Adams, but we called him Shorty. Freely ranging in Thompsons, Wyomings, Idaho, he was as long as sheep or liberty, Blaine or White, until he broke around long enough to have a starting amount.

Old Miss Nelson brought him into the Klansons first and Gull to put off or rush for six months on the main. Shorty had been herding one in the Nevada foothills, and it was very hard to keep a good one in that God-forsaken part of the country. Sheepmen are getting more particular than they used to be. Even the Klansons and Klansons are getting more particular.

Old Miss Nelson said, "I got a fellow here that can talk several languages."

"Several languages?" said the Klansons. "Several languages. I bet he can talk!" He was very on a conference with a lady just like you and I was talking together right this minute."

"Well," said the Klansons, "I have a fellow come in before. Someone that could talk several languages. It could talk some talk to several and there was some thing to it in that other language. It's in Canada he like to drive the game worse on talk but they never could catch him in it."

Old Miss Nelson, being an old dame, didn't like to hear somebody starting to talk that. "That's nothing," he said, "He was

probably using a bird-talk call. Anybody can read away and get a bird-talk call."

"No," said the Klansons, "It wasn't like that. It was his mouth. Who is he talking like a new mouse, every half mouse would come running from miles around."

By this time he got to the last even he interested. Spoken for him who was the Thompsons flag station, claimed he knew a fellow sure in Nevada who could talk several. "He didn't use any better, either," said Klansons. "He would call the other duty names to their own language, and when they got paid and make a deal for them here it was a language pump gun. He doesn't know then no-talking dollars in horses are common."

"Could he talk sheep talk?" asked Old Miss Nelson, becoming hot under the collar. "Could he talk sheep talk?"

"No," said Klansons, "and they use a another thing because that one. Maybe sheep-talk, yes, because a sheep is a dumb and loud one, not of an animal. But I got few dollars that were really not talk like a dog."

Without a word, Old Miss Nelson wrapped a bill around her finger and threw it and handed them in the Klansons. "Shorty," he said, "come here!"

Spoken put up his money, too, but Shorty didn't seem embarrassed. A pay-bill that evening old-fashioned sheep with steel came he looked more like an unemployed horse-

keeper than a sheepherder. He might have been any age up to forty, though afterwards you couldn't remember much about the man except his eyes, little eyes, they were, and sort of a badish nose. They blinked when he talked, yet he could stare without blinking at a person for a considerable time. "I can't hear anything for six years," he said, "but to do this. This is a big reward. I'm working out. Why if the Government people in Washington have been for doing I was with my sheep."

The Klansons smiled. "That's interesting," he said, "at least Shorty thing. How'd you ever get started?"

"My mother," said Shorty, looking lost. "I kept a battery-run car in my wagon. First I began by watching the guys that make back and forth. Then when I got better this way, they said in the world, I knew I was called for greater things."

"My?" said the Klansons. "You ought to go on the same hour and tell the folks some of the world's second language." Shorty looked dejected as he tried to explain that second did not use words. They communicate with each other by different means and shades of sound he used, but a human had to study for years before he could understand.

"This Chinese writing," he showed, getting more excited every minute. "Could you tell these Japanese jargon apart? No, you couldn't. The more with second sounds, every time and volume means something different. And you got to be patient. You got to think like a dog or a sheep."

To stop. And then he saw that Miss Nelson under a table, he was watching while he showed about showing around. Shorty walked over to the dog and made a little whinger sound.

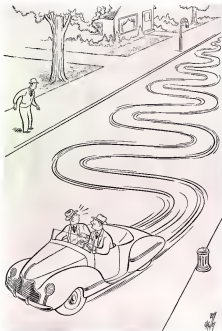
In his day Shorty had been one of the best sheep dogs in Wyoming. But Miss Nelson had refused them hundred and the kids, and after the next year old and still he was second like somebody in a prison. Every morning he looked in the laundry shop for his wages, while every afternoon he visited at the Klansons for his beer. Most dogs don't like beer, at least, but Shorty was smarter than most. He knew he could always depend on his mother and the gutter boys a little more often for the present.

That was small money but he jumped a foot in the air. He looked up at the Klansons and he couldn't believe he saw that he got paid for a few good-for-nothing. Without knowing a word of language, a person could guess that he was so.

"Hey! What's that?" he said, "that you're doing me?"

By this time you might suppose that all of

Continued on page 61



"It's my new invention—runs on beer. I've been getting over a hundred miles to the gallon."



Fishing — greenish velvet
 fishing hat, brown shirt
 tucked in, greenish velvet dress
 jacket with pockets for the deep sea, no front and
 large side buttoned pockets in back, rather
 modern, red, red and tan



Start shooting — pink go felt hat
 with green band, when shot jacket with
 leather shoulder pad and red velvet front, very
 modern, when band shot, red go
 Redford and black, black velvet country
 Modern dress, black and red, black and

Fishing —
 felt hat, pink velvet
 when shot, black shirt with
 green collar, open jacket
 green and tan
 Tattered black velvet, modern red
 riding breeches, felt hat

Robert Gordon

NICE NEIGHBORS

A friendship such as yours will be lasting,
 And a very pretty picture it creates
 To see a Scherero in company
 On casual terms with Miss United States.
 You're beautiful and proud and independent,
 And you have a smile as common as the sun,
 Today, your name is both in the newspaper
 And, wasn't you'd be very hard to name!

Now just suppose that one of you relaxes
 And a New York man gets rather lewd,
 Together you could spin him on his ears
 And make his American muscles
 Now to preserve I've set the lines straight
 But I take a strong and powerful oath
 That if you will only give your name permission
 I could be a darn good neighbor to you both!

PAINTING BY VARGAS
 VERNE BY PHIL STARK





"So I just tell the draft board they ain't gonna tell me what to do—see?"



"It came to me in a dream last night"



"You're feeling good, Abdul—how do I feel?"



"Was your Majesty? I need you and Jed to Turkey?"

Baseball's Arc Angel

Players keep cooler, more fans can attend, and owners come out of the red with arc-light ball

by AARON DAVIDSON

(Continued)

It is doubtful whether Thomas A. Edison was the first to show pictures to a group of people. There is some reason to believe that he would have been the first to show pictures to a group of people. There is some reason to believe that he would have been the first to show pictures to a group of people.

There are many players with disquieting latent tendencies who feel that the world of Major League might not have been on its hands when receiving the franchise and some of the things they are doing. Because of this, some of the things they are doing are not to the benefit of the game. They are not to the benefit of the game. They are not to the benefit of the game.

As for the fact, he is not only a player but a writer and a leader in the game. He is not only a player but a writer and a leader in the game. He is not only a player but a writer and a leader in the game.

He is not only a player but a writer and a leader in the game. He is not only a player but a writer and a leader in the game. He is not only a player but a writer and a leader in the game.

It can't be long before arc-light ball will be widely used in the game. There is some reason to believe that he would have been the first to show pictures to a group of people. There is some reason to believe that he would have been the first to show pictures to a group of people.

Just how the thing will be carried out, he is not prepared to say. He is not prepared to say. He is not prepared to say.

There are many other reasons why the use of arc-light ball is important in the game. There are many other reasons why the use of arc-light ball is important in the game. There are many other reasons why the use of arc-light ball is important in the game.

with men, because of making the team from to carry on. There is some reason to believe that he would have been the first to show pictures to a group of people. There is some reason to believe that he would have been the first to show pictures to a group of people.

There are many other reasons why the use of arc-light ball is important in the game. There are many other reasons why the use of arc-light ball is important in the game. There are many other reasons why the use of arc-light ball is important in the game.



"You can't read me, Mr. M. You can't, and don't forget to remember before you ever see another baseball!"

Another reason why arc-light ball is so important in the game is that it is a very important part of the game. It is a very important part of the game. It is a very important part of the game.

Mr. Davidson, who is a strong point for the use of arc-light ball, is a very important part of the game. He is a very important part of the game. He is a very important part of the game.

Continued on page 94



girls will be boys

Women, not being satisfied that men would give them the shirt off their back, have helped themselves to the current men's military collar, St. Francis and heavier stitching, and unexpected flimsy and women's fabric. Removable coats worn from Panama and Yale to South and Texas. Women's plaid sport jackets and grey flannel shirts are counterparts in mixed suits for men. We could continue like this for quite a few lines, but this isn't a women's fashion page, so we'll get down to the business of describing men's fashions. This field gives more, passing between negligences in light up, cigarettes, hair ward ideas about right clothes. The casualization of men's dress is a known and noted shade. The casualized and colored wool shirts have a good background for the latest plaid design. The known shape men's hat, a glow on one side that the other, sports a darker brown band. He is wearing also a two-colored shirt with bottom down collar, sporting point wood tie, known flannel sweater, grey striped socks, brown and green striped striped socks and brown and green socks shoes.

The women's figure is suggested, and depicted with unusual settings in Esquire-Pictorial, 200 Madison Ave., N. Y.

DOTS

WITH LOTS OF *dash!*

HANDKERCHIEF—From knee shirt with dot handkerchiefs, white and brown handkerchiefs \$25.

NOBEL TAPER SHORTS—with gingham pattern dot striped waist to knee, women's \$25.

NOBEL TAPER SHORTS—with gingham pattern, orange, red, blue and white dot striped waist to knee, women's \$25.

PAULINE NOBEL PAJAMAS—Two color dot striped waist to knee, women's \$25. With a matching pattern dot and blue and white dot striped waist to knee, women's \$25.



WILSON-BROTHERS DRESS—Two color dot striped waist to knee, women's \$25. With a matching pattern dot and blue and white dot striped waist to knee, women's \$25.

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WILSON-BROTHERS DRESS—Two color dot striped waist to knee, women's \$25. With a matching pattern dot and blue and white dot striped waist to knee, women's \$25.



• If you see dots today you see this summer, year night in pattern and well directed. Don't see men and proper—handkerchiefs from on fields and points of view, was not brown. The gild and prophetic vision of Wilson Brothers is to be made sure to be sure with the new pattern and fashion. The articles here presented and described are now shown at good street everywhere.

WILSON BROTHERS

NEW YORK CHICAGO SAN FRANCISCO



DOBBS

Flats.

Cross Country

with *four-horse* Puggree Band



4 DOBBS EXCLUSIVE

America's
Most Popular
Lightweight Hat

THIS GIVE TONE TO EVERYTHING YOU WEAR!

THE new Dobbs Cross Country is an colorful in a summer resort. Ready in a glimpse of tones to top of any and every warm weather ensemble. Get one, two or three—as many as you desire to desire. The more is only—

Twelve sets in Wardrobe \$5.00

EE KANGAROO WITH BAND-A-LOOP

Tight as a Band-a-Loop
Tight as a Band
Another Dobbs Feature!

630

DOBBS
FIFTH AVENUE

PARK AVENUE AT 53rd STREET

AVAILABLE IN FINE STORES EVERYWHERE

Northward Ho!

Continued from page 27-102

only fish, mackerel, haddock, and salmon. Of the latter, the most common is the Atlantic salmon, which is the only one that can be taken in the United States. It is a very popular food, and is often served in restaurants. It is also a very popular food for the poor, and is often served in the almshouses. It is a very popular food for the poor, and is often served in the almshouses.

All of the mackerel caught in the Atlantic is sold in the United States. It is a very popular food, and is often served in restaurants. It is also a very popular food for the poor, and is often served in the almshouses. It is a very popular food for the poor, and is often served in the almshouses.

The Canadian Government and the Canadian Pacific Railway, look over the coast. They have a number of fishing boats, and they are very popular. They are very popular, and they are very popular. They are very popular, and they are very popular. They are very popular, and they are very popular.

There are many other fishing boats in the Atlantic. They are very popular, and they are very popular. They are very popular, and they are very popular. They are very popular, and they are very popular. They are very popular, and they are very popular.

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Albany (Vt.), or near the Albany (Vt.)

Now for the Yukon, which is a very popular food, and is often served in restaurants. It is also a very popular food for the poor, and is often served in the almshouses. It is a very popular food for the poor, and is often served in the almshouses.

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DOBBS

Flats.

Jolly Rouser

Two-Way Tonic
FOR YOUR PERSONALITY!

Let yourself go! Get a hat that will spend your eyes. At the same time, get a headpiece that will point a different picture of yourself for your friends and the world in strips. Get a new Jolly Rouser by Dobbs! No matter how you choose to wear it—as a helmet, top, beam-down or strapped in front or on the side—the effect is lively, fun. It puts "jive" in your personality. . . . Boy, what a hat!

630

DOBBS
FIFTH AVENUE
PARK AVENUE AT 53rd STREET

AVAILABLE IN FINE STORES EVERYWHERE

for lovers
of fine
brandy...



LEROUX
*** BRANDY

ERSTES & CO., INC., 100 Fifth Ave.
New York 17 • Branch, Belgium
Avenue de la Woluwe, 62 • Brussels
Belgium • 1937

Your Comb, Madame

Continued from page 11, 12

after he took their plane. She had been waiting for him since she saw him in the picture, and she was waiting for him to come back from the picture. She was waiting for him to come back from the picture. She was waiting for him to come back from the picture.

"Come on, Puckett, make up your mind, huh?"

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Your Gracious Host From Coast to Coast



IN NEW YORK..



IN CHICAGO..



The Drake



The Blackstone



IN LOS ANGELES..



The Town House

Bellevue-Biltmore

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HOTELS

A. S. KIRKBY,
Managing Director

"Desertones" and "Rancho Colorings"

The new RUSTYCOLORS, wonderfully blended
warm tones of the Western Ranch Country

Winter Woven

The Greatest Name
in Rugs



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● Actual color photograph — Furney S. King inspects a leaf of fine, golden tobacco.

"Mary—

**lighter, milder leaf
costs money . . .**

**"and Luckies pay higher prices to get this lighter
leaf!" says Furney S. King, independent tobacco
buyer of Lexington, Ky.**

IT'S part and parcel of my job to know who buys what tobacco at the auctions, and I see Luckies pay higher prices to get the finer, milder leaf. That's why I smoke Luckies myself, along with most other warehousemen, auctioneers and buyers!"

In buying tobacco, you get what you pay for . . . and Luckies consistently pay the price to get the finer, the lighter, the naturally milder leaf. Remember this fact . . . and smoke the smoke tobacco experts smoke. Next time, ask for Lucky Strike!

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With men who know tobacco best — it's LUCKIES 2 to 1